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NOTICE OF ALLOWANCE AND FEE(S) DUE

26389 7590 08/15/2011
CHRISTENSEN, O'CONNOR, JOHNSON, KINDNESS, PLLC
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SUITE 2800
SEATTLE, WA 98101-2347

EXAMINER	
LASTRA, DANIEL	
ART UNIT	PAPER NUMBER
3688	

DATE MAILED: 08/15/2011

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/674,904	09/30/2003	Cecil Kost	MMSI121562	8999

TITLE OF INVENTION: DRUG SAMPLE FULFILLMENT ARCHITECTURE

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	$1510	$300	$0	$1810	11/15/2011

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail **Mail Stop ISSUE FEE**
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INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

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Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission
I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/674,904	09/30/2003	Cecil Kost	MMSI121562	8999

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nonprovisional	NO	$1510	$300	$0	$1810	11/15/2011

EXAMINER	ART UNIT	CLASS-SUBCLASS
LASTRA, DANIEL	3688	705-014100

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 _____
2 _____
3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

☐ Issue Fee

☐ Publication Fee (No small entity discount permitted)

☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): **(Please first reapply any previously paid issue fee shown above)**

☐ A check is enclosed.

☐ Payment by credit card. Form PTO-2038 is attached.

☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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10/674,904	09/30/2003	Cecil Kost	MMS1121562	8999

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EXAMINER	
LASTRA, DANIEL	
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3688	

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Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 873 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 873 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Notice of Allowability	Application No.	Applicant(s)	
	10/674,904	KOST ET AL.	
	Examiner	Art Unit	
	DANIEL LASTRA	3688	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *Board of Appeal Decision filed 04/28/11*.

2. ☒ The allowed claim(s) is/are *1-2,4-10,16-25,31,33-45,51-55*.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a) ☐ All b) ☐ Some* c) ☐ None of the:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
      3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
   (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

/DANIEL LASTRA/
Primary Examiner, Art Unit 3688

DETAILED ACTION

Claims 1-2, 4-10, 16-25, 31, 33-45 and 51-55 have been examined.

REASON FOR ALLOWANCE

Due to Board Decision filed 04/28/11, Claims 1-2, 4-10, 16-25, 31, 33-45 and 51-55 are allowed as the Board found that the prior arts 2002/0032582, FEENEY, JR. ET AL, 2003/0120550 PEYRELEVADE ET AL; Medmanage (TM) Leads Shift in Drug Sampling Practices Online Vouchers, PR NEWSWIRE, PR Newswire, SEP 17, 2001 (Dialog file: 16:08993926); Rx Centric and Medmanage Systems Partner to Expand Physician Use of Innovative Online Drug Sampling-Alliance Gives Pharmaceutical Companies Broader Physician Access to Drug Detailing and Sampling Programs, Business Wire, MARCH 20, 2001 (Dialog file: 610:00483951);MedManage tracks troublesome pills samples, Tice, Carol, Puget Sound Business Journal, May 19, 2000 (Dialog file: 635:2075728). For Consumers free samples are a virtual reality: Pharmaceutical samples were once strictly passed from manufacturer to physician to patient, but online marketing tactics are rearranging that order, Med Ad News, January 2002 (Dialog file 9: 02648296). Samples of the future (Estimated retail worth of drug samples dispensed in 2000 was $7.95 bill or some 50% of the promotional spending; new technology to improve monitoring), Med Ad News, July 2001, Dialog file 9:02536449). • iPhysicianNet and MedManage Systems Partner to Offer a New Electronic and Voucher Sampling Service to Thousand of U.S. Physicians, PR Newswire, April 24, 2001 (Dialog file: 20:16322132) do not teach the limitation of a "time frame, dosages

and quantity being different depending on whether the prescriber is a member of the one third party website or a member of another third party site".

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with D.C. Peter Chu on June 8, 2011.

1. (Currently Amended) A system for promoting pharmaceutical drugs, comprising:

a computer-readable set of brand rules for guiding a distribution of drug samples of a drug to cause a prescriber's drug sample availability and characteristics while a member of one brand Web site to be different from the same prescriber while a member of another brand Web site, the time frame, dosages and quantity of drug samples being different depending on whether the prescriber is a member of one brand Web site or a member of the another brand Web site; and

a computer-implementable drug sample fulfillment platform that is Web-based for implementing the set of brand rules to allow a prescriber to obtain drug samples to dispense to a patient without the use of a sales representative, the computer-implementable drug sample fulfillment platform mating with either the brand Web site or the another brand Web site depending on an exchanged transaction that includes a

prescriber identifier and a partner identifier so as to open the computer-implementable drug sample fulfillment platform within the brand Web site or the another brand Web site, the computer-implementable drug sample fulfillment platform electronically notifying the prescriber about the availability of drug samples, the brand Web sites being neither a pharma Web site nor a Web site maintaining the computer-implementable drug sample fulfillment platform.

2. (Original) The system of Claim 1, wherein drug samples include physical samples.

4. (Original) The system of Claim 1, wherein drug samples include a coupon printed in the office of the prescriber, which is networked to the drug sample fulfillment platform.

5. (Previously presented) The system of Claim 4, wherein the drug sample vouchers, which are in a printed form, are redeemable at a pharmacy, redeemed data being generated by the drug sample fulfillment platform for refining the brand rules so as to better guide allocation and distribution of the drug samples.

6. (Currently amended) A system for distributing pharmaceutical drugs, comprising:

a drug sample fulfillment platform that comprises a drug sample Web site for mating with one or more third party sites depending on an exchanged transaction that includes a prescriber identifier and a partner identifier so as to open the drug sample Web site within the third party site instead of another third party site, for accessing drug sample services without the use of a sales representative; and

a first set of Web pages coupled to the drug sample fulfillment platform through which a prescriber can access the drug sample fulfillment platform to order drug samples if a set of brand rules which specify drug sample availability and characteristics for the prescriber permits the prescriber to access the drug sample fulfillment platform, the set of brand rules causing the drug samples available to the prescriber, who is a member of the one third party site, and their time frame, dosages an quantity to be different from the available drug samples of the another third party site.

7. (Previously presented) The system of Claim 6, further comprising a second set of Web pages coupled to the drug sample fulfillment platform through which a sales representative can access the drug sample fulfillment platform to print sample vouchers coupons.

8. (Previously presented) The system of Claim 6, further comprising a third set of Web pages coupled to the drug sample fulfillment platform through which a patient can access the drug sample fulfillment platform to obtain sample vouchers and coupons.

9. (Previously presented) The system of Claim 6, wherein the first set of Web pages display a list of drug samples available to the prescriber to order drug samples in a form selected from a group consisting of physical samples, pre-printed vouchers, and print on-demand sample vouchers and coupons.

10. (Previously presented) The system of Claim 6, wherein the first set of Web pages display a list of the order history of the prescriber, the list including a date, drug samples, dosages, and quantity ordered by the prescriber.

16. (Currently Amended) A drug sample fulfillment platform, comprising: a drug sample Web site for mating with a brand Web site or another brand Web site that is selected from a group consisting of prescriber-oriented Web portals providing direct or indirect access to drug and/or general medical information, an e-Detailing service, a Web site regarding a drug brand or group of brands, and an online physician learning site, the mating being dependent on an exchanged transaction that includes a prescriber identifier and a partner identifier so as to open the drug sample Web site within the brand Web site instead of the another brand Web site; and a request database for receiving requests of a prescriber through the drug sample Web site for drug samples, the request database responding to the prescriber by allowing the prescriber to print sample vouchers or coupons or to print an order form for physical samples or pads of pre-printed vouchers, without the use of a sales representative, a set of brand rifles allowing the prescriber while a member of the brand Web site to receive a set of drug samples in the form of print sample vouchers and coupons, order forms for physical samples, or pads of pre-printed vouchers and in time frame, dosages and quantities different from another set of drug samples, time frame, dosages and quantities, while the prescriber is a member of the another brand Web site, the drug sample fulfillment platform electronically notifying the prescriber when the prescriber has not ordered drug samples for a certain amount of time.

17. (Original) The drug sample fulfillment platform of Claim 16, wherein the request database receives claim information when a patient redeems a print coupon or a pre-printed voucher for physical samples.

18. (Original) The drug sample fulfillment platform of Claim 17, wherein the request database produces a first report accounting for the number of coupons or vouchers redeemed by patients of the prescriber.

19. (Original) Tile drug sample fulfillment platform of Claim 18, wherein the request database produces a second report correlating an allocation of drug samples of a drug to the prescriber with the number of prescriptions written by the prescriber relating to the drug.

20. (Original) The drug sample fulfillment platform of Claim 19, wherein the request database produces a third report accounting for the monetary amount spent by a pharmaceutical company on a drug sample fulfillment program for a drug and a monetary amount associated with prescriptions written by the prescriber for the drug.

21. (Previously presented) A networked system for ordering pharmaceutical sample drugs, comprising:

a drug sample fulfillment platform that comprises a drug sample Web site for mating with one or more third party sites, the mating being dependent on an exchanged transaction that includes a prescriber identifier and a partner identifier so as to open the drug sample Web site within the third party site instead of the another third party site, the drug sample Web site presenting a Web page including selectable options for the prescriber to order drug samples without the use of a sales representative, the time frame in which those drug samples are valid, and the dosages and quantity of samples that can be ordered for the prescriber being specified by a set of brand rules, the time frame, dosages and quantity being different depending

on whether the prescriber is a member of the one third party site or a member of the another third party site.

22. (Previously presented) The networked system of Claim 21, wherein the drug samples are in a form selected from a group consisting of physical samples, print sample vouchers and coupons, and pre-printed vouchers and coupons.

23. (Original) The networked system of Claim 21, wherein the selectable options of the Web page include a quantity for each drug sample, which is specifiable by the prescriber.

24. (Original) Tile networked system of Claim 21, the selectable options of the Web page include a delivery location to which the drug samples will be shipped.

25. (Original) The networked system of Claim 21, wherein the selectable options of the Web page include an option for printing on-demand vouchers on a printer in tile office of the prescriber.

31. (Currently Amended) A method for accessing a drug sample fulfillment platform, comprising:

activating a link to access the drug sample fulfillment platform from a brand Web site or another brand Web site, the brand Web sites being neither a pharma Web site nor a Web site maintaining the computer-implementable drug sample fulfillment platform;

creating a transaction that includes a prescriber identifier and a partner identifier, the transaction being exchanged so that the prescriber identifier and the partner identifier open the drug sample Web site within the brand Web site and the same prescriber identifier and another partner identifier open the drug sample Web site within another

brand Web site;

mating the drug sample Web site to either the brand Web site or another brand Web site allowing a prescriber to navigate and order drug samples, without the use of sales representatives, only for drugs specified by a set of brand rules which include physical samples, print sample vouchers and coupons and pre-printed vouchers, and print coupons for the brand Web site of which the prescriber is a member and different physical

samples, print sample vouchers/coupons and pre-printed vouchers/coupons for the another brand Web site of which the prescriber is a member;

the time frame, dosages and quantity of drug samples being different depending on whether the prescriber is a member of one brand Web site or a member of the another brand Web site; and

discontinuing redemptions through a pharmacy network by the drug sample fulfillment platform and disabling orders for drug samples in a sample program that has expired.

33. (Original) The method of Claim 31, causing the prescriber to register if the prescriber identifier is not found in a request database.

34. (Previously presented) The method of Claim 31, based on a segment to which the prescriber belongs, determining one or more of the following: what drug samples that are available to the prescriber; a drug sample quantity limit that is available to the prescriber; a drug sample time limit in which the drug sample quantity limit is available; the type of sample that is available to the prescriber and the dosages available to the prescriber.

35. (Original) The method of Claim 34, receiving a selection for physical samples, the act of receiving including receiving a drug selection, a type of drug sample selection, a quantity of drug sample selection, and a delivery address.

36. (Original) The method of Claim 35, receiving a print request to print an order form capturing the drug selection, the type of drug sample selection, the quantity of drug sample selection, and the delivery address.

37. (Original) The method of Claim 36, recording the requesting activities of the prescriber in a request database.

38. (Original) The method of Claim 34, receiving a selection for pre-printed vouchers or print coupons, the act of receiving including receiving a drug selection, and a quantity of coupons to be printed.

39. (Previously presented) The method of Claim 38, receiving a ship request to ship the pre-printed sample vouchers/coupons or a print request to print sample vouchers and coupons capturing the drug selection.

40. (Original) The method of Claim 39, recording the requesting activities of the prescriber in a request database.

41. (Previously presented) The method of Claim 40, receiving a request to print a first report that lists registration data of the prescriber, the requesting activities of the prescriber, and the claim data from a claim processor that is indicative of redeemed print and pre-printed sample vouchers/coupons and print coupons at pharmacies.

42. (Original) The method of Claim 40, receiving a request to print a second report that correlates drug samples of a drug distributed to the prescriber and with prescriptions

written by the prescriber relating to the drug.

43. (Original) The method of Claim 40, receiving a request to print a third report that accounts for the return on investment for a monetary amount spent on a drug sample distribution program for a drug and the monetary amount received from prescriptions for the drug.

44. (Original) The method of Claim 40, detecting fraud by comparing the drug sample quantity limit and the time frame in which the drug sample quantity limit is available to the prescriber and the claim data which is indicative of the number of pre-printed vouchers and print coupons redeemed by patients.

45. (Previously presented) The method of Claim 40, refining the drug sample quantity limit of the prescriber based on the number of redemptions of print or pre-printed sample vouchers and coupons associated with the prescriber.

51. (Previously presented) The system of Claim 1, wherein said fulfillment platform comprising:

a pharma rules sample engine for performing personalization and intelligent brand rule implementation;

a marketing sample engine for integrating with drug sample suppliers and Web portals for prescribers; and

the pharma rules sample engine and the marketing sample engine being based on the set of brand rules and on a set of prescriber preferences.

52. (Previously presented) The system according to Claim 51, wherein the marketing sample engine links the drug sample fulfillment platform to one or more suppliers and

drug samples so as to inhibit the lack of supply of sample drugs desired by the prescriber or inhibit the inconsistent supply of drug samples desired by the prescriber.

53. (Previously presented) The system according to Claim 6, wherein said fulfillment platform implementing a set of brand rules under which pharmaceutical drug samples are distributed, wherein said brand rules include: products; allocation quantity; dosages, sample type selected from a group consisting of live samples, pre-printed coupons/sample vouchers, and on-demand print sample vouchers/sample vouchers.

54. (Previously presented) The system according to Claim 6, wherein said fulfillment platform implementing a set of brand rules for distributing pharmaceutical drug samples, said brand rules including timing considerations that are selected from a group consisting of sample oiler time limits and rolling expiration dates for vouchers from either within or between brands for which a quantity of drug samples can be ordered.

55. (Previously presented) The system according to Claim 6, wherein said fulfillment platform comprising a pharma rules sample engine for implementing brand rules under which a prescriber may obtain drag samples, the pharma rules sample engine modifying the brand rules so as to change a quantity limit of the drug samples to be distributed to the prescriber.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, JOHN WEISS can be reached on (571) 272-6812. The official Fax number is (571) 273-8300.

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